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Indiana. State Board of
Accounts.

How to measure legal
advertising, 1917

[Fort Wayne]

[1917]

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Box 63

How to Measure Legal Advertising

1917

State Board of Accounts of Indiana

G. H. HENDREN

State Examiner

PORT WAYNE PRINTING COMPANY
CONTRACTORS FOR STATE PRINTING AND BINDING



OFFICERS

THE STATE BOARD OF ACCOUNTS.

JAMES P. GOODRICH.....Governor.
OTTO L. KLAUSS.....Auditor of State.
GILBERT H. HENDREN.....State Examiner..
GEORGE M. CRANE.....Secretary of the Board.

DEPARTMENT OF INSPECTION AND SUPERVISION OF PUBLIC OFFICES.

GILBERT H. HENDREN.....State Examiner.
LAWRENCE F. ORR.....Deputy Examiner.
WALTER G. OWENS.....Deputy Examiner.
GEORGE M. CRANE.....City of Department.

111
1894

INTRODUCTION

The purpose of this little book is to secure uniformity, as well as accuracy, in charges for public advertising. A few instances have occurred wherein the publisher has not received the full legal rate. Sometimes it has been found that some bills were figured too low and in the same year the same publisher has bills on file that have too great a charge.

It will be readily conceded that these inaccuracies need prompt attention. We do not feel that any publisher wilfully pads his charges, but that the trouble occurs on account of the intricate method required to make the measurement and calculation.

Even many printers do not understand the measuring of type by squares, and few of those whose duty it is to check claims and pass upon bills understand this work. This little book is intended to overcome this difficulty, and we feel that not only officers required to check claims will welcome it, but that the newspaper men of the state will find it a valuable aid. We will thus secure uniformity throughout the state, as provided by statute.

The "short cuts" found in this book have been carefully worked out and these will be a great help to the printer. Proof of publication should always accompany the claim, so that it can be properly checked by the officer whose duty it is to audit it.

There has also been included in this work samples of solid and leaded type, so that when any one whose duty it is to measure legals, may be certain, by using these samples, as to the exact size of type used in the advertisement. When the size of type and the number of lines are known, then apply the "short cut" and a little practice will make it easy.

The rules herein set forth have been carefully worked out and we shall expect a strict compliance therewith on the part of all publishers and officials. Any deviation therefrom will be regarded by this department as illegal and treated accordingly.

HOW TO MEASURE LEGAL ADVERTISING

The inch is divided by typefounders into 72 parts called points. The ordinary newspaper column is 13 ems Pica in width, or, in other words, it is determined by the space occupied by 13 em quads set side by side in 12 point or Pica type. The "m" quad in all sizes of type is supposed to be cast square, therefore, 12 points each way, 13 ems Pica making a column width, 156 points, approximately 2 and one-fourth inches. It will be seen that the smaller the type used the more ems it will require to make a line; thus, there are 26 ems to a line of 6 point. In 8 point type there are exactly 19.5 ems to the line, but custom in figuring linotype composition has fixed it at 20 ems to the line to make it the more easily calculated. The number of ems in a line of type can always be determined by dividing 156, the number of ems Pica, or 12 point, in a line, by the size of the type. Thus, six point is 156 divided by 6, or 26 ems to the line, column width, 8 point 156 divided by 8 is 19.5 and so on.

Newspaper advertising (legal) is paid for by the *square*. A square is 250 ems of any size type. If an advertisement is set in different sizes of type, it must be measured each size type separately.

Legal advertising can have *not more* than two lines of display, each line to occupy not more than four lines of space of the size type used in the body of the advertisement.

In measuring legal advertising it is necessary first to know the size of type used. This can be told by an ordinary ruler. If there are 12 lines to the inch with no space between the lines, the type used is six point. If there are 9 lines to the inch, the type may be either 6 point leaded (white space between the lines) or 8 point solid. Sometimes, in hand composition, two point leads are used between the lines, or, if linotype composition, an eight point body is set on a ten point slug, in this latter case there are 7.2 lines to the inch. However, the person measuring the advertisement must familiarize himself sufficiently with the subject

to know the *size* of type used and whether it is "padded," that is with leads between the lines to cause the ad to take up more space.

Our examiners have been provided with a standard rule for measuring type and all measurements and calculations will be made by them by that rule.

Every inch of solid six point type measures 1.248 squares. As the legal rate for such advertising in one dollar a square for the first insertion, then the price for solid six point type is \$1.248 for each inch column width. Suppose the ad measures $5\frac{1}{4}$ inches in length. Multiply the number of inches by \$1.248 and the result is the price for the first insertion, or \$6.55. If the ad goes twice add one-half to \$6.55 and then you have \$9.82. If the ad is to run three times then the price is just twice \$6.55, or \$13.10.

If the ad is set in 8 point type, the size most commonly used by country newspapers, and not leaded, there will be 9 lines to the inch. Counting 20 ems to the line, the ad amounts to 72 cents an inch for the first insertion, \$1.08 if the ad is run twice, and \$1.44 for three insertions. But if the ad is set on a 10 point slug in 8 point type, then there will be only 7.2 lines to the inch, or 56 cents an inch for the first insertion, 84 cents for two times, and \$1.12 if the ad goes three times. If set in 10 point solid, there will still be 7.2 lines to the inch, but only 15.6 ems to the line, .45 squares to the inch or 45 cents for the first insertion of the advertisement.

If the compositor uses display type for a large portion of the ad, it must be measured in that sized type. For example: The Tax Rate is usually set with a 60 or 72 point display line, besides other display lines more than is legally allowed; the table is set in 10 point type, and the "Warning to Taxpayers" below the table is set in 6 point, and the whole ad is measured as if it were all 6 point. *THIS IS WRONG*. Suppose the ad is 5 columns wide, a 72 point display line measures *ONLY 11 EMS*. And for one insertion amounts to only 4.4 cents; while this same space measured as 6 point would amount to \$6.24, a manifest injustice to the corporation paying for it, and certainly a grab that few newspaper men really intend to perpetrate. It is because they do not understand that the larger the type used the less it will measure due largely to quadding out short lines, etc., and to the fact that the larger type has fewer ems to the line, as explained in the foregoing. When it is understood that *72 point type has only one em*

to the inch, it will be all the easier to understand why the newspapers that use large size type simply lose space by using larger type, if it is properly measured.

SHORT-CUTS IN COMPUTING.

Price, \$1.00 first insertion, 50 cents each additional.

Note that when you have the number of squares, that it means also, the price in dollars and cents.

When type is 6 point solid, 12 lines to inch, multiply number of inches by 1.248, result is the number of squares.

6 point leaded, 9 lines to inch, x inches by .936 equals squares.

8 point solid, 9 lines to inch, x inches by .72 equals squares.

8 point leaded, 7.2 lines to inch, x inches by .56 equals squares.

10 point solid, 7.2 lines to inch, x inches by .45 equals squares.

10 point leaded, 6 lines to inch, x inches by .3744 equals squares.

If lines are counted:

Ad is set in 6 point, multiply number of lines by .104 gives number of squares and price in dollars and cents for first insertion. If ad is run twice, add $\frac{1}{2}$ of price of one time, and for three insertions, the price is twice that of one insertion.

Then:

If ad is set in 5 point, multiply No. lines by .1248.

If ad is set in $5\frac{1}{2}$ point, multiply No. lines by .11345.

If ad is set in 6 point, multiply No. lines by .104.

If ad is set in 8 point, multiply No. lines by .08.

If ad is set in 10 point, multiply No. lines by .0624.

If ad is set in 12 point, multiply No. lines by .052.

If ad is set in 18 point, multiply No. lines by .03466.

If ad is set in 24 point, multiply No. lines by .026.

If ad is set in 30 point, multiply No. lines by .0208.

If ad is set in 36 point, multiply No. lines by .01733.

If ad is set in 48 point, multiply No. lines by .013.

If ad is set in 60 point, multiply No. lines by .0104.

If ad is set in 72 point, multiply No. lines by .00866.

Samples showing sizes of type, whether solid or leaded.

5 POINT SOLID

This is a sample of matter set in 5 point type, with no leads or other device between the lines for increasing the space. Sometimes it is necessary to "lead" between lines to justify a column so that it can be locked up in the form.

5 POINT LEADED

This is 5 point type with a single 2 point lead between each line. Compare this with the 5 point solid and notice the difference. The type looks larger and appears to be easier to read.

5½ POINT SOLID

This is a sample of matter set in 5½ point type, with no leads or other device between the lines for increasing the space. Sometimes it is necessary to space between lines to justify a column so that it can be locked up in the form.

5½ POINT LEADED

This is 5½ point type with a single 2 point lead between each line. Compare this with the 5½ point solid and notice the difference. The type looks larger and appears to be easier to read.

6 POINT SOLID

This is a sample of matter set in 6 point type, with no leads or other devices between the lines for increasing the space. Sometimes it is necessary to justify a column so that it can be locked up in the form.

6 POINT LEADED

This is 6 point type with a single 2 point lead between each line. Compare this with the 6 point solid and notice the difference. The type looks larger and appears to be easier to read.

8 POINT SOLID

This is a sample of matter set in 8 point type, with no leads or other devices between the lines for increasing the space. Sometimes it is necessary to "lead" between lines to justify a column so that it can be locked up in the form.

8 POINT LEADED

This is 8 point type with a single 2 point lead between each line. Compare this with the 8 point solid and notice the difference. The type looks larger and appears to be easier to read.

NOTE:—If type is used of a larger size than 12 point, the size of such type may be ascertained by measuring (with an ordinary ruler) face of capital letters used and determining what part of one inch (72 point) it is. For example, ¼-inch is 18 point, ½-inch is 36 point, and so on.

10 POINT SOLID

This is a sample of matter set in 10 point type, with no leads or other device between the lines for increasing the space. Sometimes it is necessary to "lead" between the lines to justify a column so that it can be locked up in the form.

10 POINT LEADED

This is 10 point type with a single 2 point lead between each line. Compare this with the 10 point solid and notice the difference. The type looks larger and appears to be easier to read.

12 POINT SOLID

This is a sample of matter set in 12 point type with no leads or other devices between the lines for increasing the space. Sometimes it is necessary to "lead" between the lines to justify a column so that it can be locked up in the form.

12 POINT LEADED

This is 12 point type with a single 2 point lead between each line. Compare this with the 12 point solid and notice the difference. The type looks larger and appears to be easier to read.

REQUIREMENTS FOR THE PUBLICATION OF LEGAL NOTICES

The following notices are required by law to be given by public officials and should never be omitted. Other notices are required by law to be given by public officials, but the ones herein enumerated are the ones most frequently required.

(The figures in parenthesis refer to the section of Burns' Revised Statutes of Indiana, 1914, authorizing the publication of the notice.)

Elections.

General.

One publication in one paper (6875).

Special. (6980.)

One publication in one paper (6875).

Subsidy.

Once a week for four weeks in two papers. (5467 and 1347.)

Precinct boundaries, change in.

One publication in two papers representing two leading political parties (6883).

Registration, Time and Place of.

One publication in two papers representing the two leading political parties (Acts 1917, p. 448).

Primary Elections, Notice of.

Two publications in two papers representing the two leading political parties. (Acts 1915, p. 371.)

Change in voting place, same as above. (Acts 1915, p. 371.)

Names of candidates. (Acts 1915, p. 370.)

Once each week for two consecutive weeks in two papers each of the two leading political parties, if there be such papers.

Taxation.

County.

Notice of estimate.

Once in two leading papers representing the two political parties casting the highest number of votes at the last general election. (5937.)

Notice to Taxpayers.

Once each week for three successive weeks in two papers. (10319 and 1347.)

(The treasurer shall state in such notice the amount of tax charged for state, county, school, road or other purposes, on each one hundred dollars valuation of the taxable property, also the tax, on each poll for state, county or other purposes.)

(It will be observed that the notations usually added to this notice by the treasurer are *not* authorized by statute.)

Delinquent Tax List, Publication of.

Once each week for three successive weeks in two papers. (10355 and 1347.)

The statute says "The expense of such printing, when had, shall be paid out of the county treasury, and it shall *not* exceed twenty cents for each description." (This means not to exceed twenty cents for each paper.)

Board of Review.

Once each week for two weeks in two papers. (10279 and 1347.)

County.

Highways.

Assessment, Gravel Roads by.

Notice of petition.

Once each week in one paper for three weeks successively. (7694.)

Report of Viewers.

Once each week in one paper for two successive weeks. (7695.)

Notice of Assessments.

Once in one paper. (7701.)

Notice to Contractors.

Once each week for two successive weeks in one or more papers published in the county. (7700.)

Sale of Bonds.

Once in one paper. (7701.)

County Line Road. Same notices as above. (7709.)

Highways by Taxation (including highways built under the three mile road law).

Notice of Hearing of Petition.

Once each week for two consecutive weeks in two papers. (7714, 1347 and Acts 1915, p. 648.)

Notice of Election.

Once each week for three consecutive weeks in two papers. (Acts 1915, p. 646.) (1347.)

Notice to Contractors.

Once in a daily paper published in Indianapolis and once each week for three consecutive weeks in two county papers. (7722 and 1347.)

New Estimate, No Bids.

Once each week for two weeks in two papers. (7724 and 1347.)

Sale of Bonds.

Once in paper published in Indianapolis and once in two county papers. (7725b and 1347.)

Notice of Hearing of Petition to Complete Connecting Road.

Once each week for three weeks in two papers. (7736 and 1347.)

Township Line Road.

Notice of Hearing Petition.

Once each week for two consecutive weeks in two papers. (7739d and 1347.)

Notice to Bidders and Contractors.

Once each week for three weeks in two papers in the county and once in daily paper published in Indianapolis. (7739j and 1347.)

Sale of Bonds.

(The statutes do not make any provision for notice of sale of bonds but notice should be given once in a daily paper published at Indianapolis and once in two papers representing different political parties in the county.)

County Line Road.

Notice of Hearing Petition.

Once each week for two weeks in two papers in each of the counties. (7745 and 1347.)

Notice to Contractors and Bidders.

Once in daily paper published in Indianapolis and once each week for two weeks in two papers published in each of the counties. (7746 and 1347.)

Sale of Bonds.

(Notice is not definitely specified but should be given once in an Indianapolis paper and once in two papers in each county.)

Location, Vacation and Change in, Petition for.

Once each week for two consecutive weeks in two papers. (7649 and 1347.)

County.

Bridges.

Building and Repairing.

Notice to Bidders.

Once each week for two weeks in two papers. (7689, 5894 and 1347.)

Boundary Line, Located on.

Same as above. (7693.)

By Township.

Notice of Election for Construction of.

Once each week for four weeks in two papers. (1347 and 3784.)

Public Buildings, Erection of.

Notice to Bidders and Contractors.

Once each week for at least six weeks in two papers. (5894 and 1347.)

Public Buildings, Repair of.

One publication in two leading papers of the two leading parties if the amount involved is less than \$2,000. If more than \$2,000, two publications in two papers. Further publication may also be made when deemed for the public interest. (5954.)

Court House.

Notice for Election.

Once each week for three successive weeks in two papers. (5904 and 5906a.)

Property, Sale of.

Once in two papers. (5900 and 1347.)

Auditoriums, etc.

Election for, Notice of.

Once each week for two weeks in two daily papers. (5917e and 1347.)

Supplies, Notice to Bidders for.

Once in the two leading papers representing the two leading political parties. (5953.)

Poor Asylum.

Supplies for, Notice to Bidders.

Once in two papers quarterly. (9785 and 1347.)

Bonds, Notice of Sale of.

Once in the two leading papers representing the two leading parties. (5957.)

Receipts and Expenditures, Statement of.

Once in the two leading papers representing the two leading parties. (5963.) (The statute says that the board of county commissioners shall make a fair and accurate statement of the receipts and expenditures of the preceding calendar year.)

Allowances, Commissioners and Court.

Once in two papers. (6015 and 1347.) (Rate not to exceed five cents for each item for each paper.)

Commissioners' Allowances.

Same as above. (The allowances made to each person upon the claim of the highway superintendent or any of his assistants should be published. The same is true with reference to all election claims. Such claims, of course, must be properly itemized before allowed by the board of commissioners.)

Court Allowances.

Same as above.

Unclaimed Warrants, Notice of Cancellation of.

Once in the paper of the largest circulation. (6017.)

Franchise, Notice of Hearing.

Once in two daily papers if county contains a city of first, second or third class, and once in any paper of general circulation if the county does not contain any such city. (8942b and 8942e.) (This notice should be paid for by those seeking the franchise.)

Publications Limited.

It is unlawful for the county to pay for publishing any notice in more than two newspapers in the county unless such publication is expressly required by law to be published in more than two papers. Any commissioner violating that provision is subject to a fine of \$50.00 to \$500.00. (5968.)

Drainage.

Sanitary District.

Notice of Petition.

Once in one or more papers. (6174b.)

Notice of election.

Once in one or more papers. (6174b.)

Notice to contractors.

Once in one paper. (6174k.)

Construction of.

Notice to Non-resident Land-owners.

Once each week for two weeks in two leading papers representing leading parties. (6142.)

Notice of Assessments.

Once in one paper. (6144 and Acts 1917, p. 77.)

Notice to Bidders.

Once a week for two weeks in one paper. (6144.)

Notice of Sale of Bonds.

Once in one paper. (Acts 1917, p. 79.)

Water-course, Change in.

Notice of Petition.

Once each week for three consecutive weeks in one paper. (6059.)

Notice to Bidders and Contractors.

Once each week for two weeks in one paper. (6062.)

Notice of Hearing on Assessment Roll.

Once each week for three consecutive weeks in one paper. (6063.)

Dredge Ditches.

Notice of Petition to Non-resident land-owners.

Once each week for two weeks in two papers. (Acts 1917, p. 387.)

Assessment, Notice of.

One publication in one paper. (Acts 1917, p. 392.)

Contractors, Notice to.

Once each week for two weeks in one paper. (Acts 1917, p. 392.)

Bonds, Notice of Assessments to Pay.

Once in one weekly paper. (Acts 1917, p. 396.)

Bonds, Notice of Sale.

Once in one weekly paper. (Acts 1917, p. 397.)

Township.

Advisory Board, Notice of Meeting.

Once in the first week of August in two leading papers representing the two leading political parties and in one paper in the township. (9592.)

Estimate of Expenses.

Same as above. (9592.)

Tax levy, Estimate of.

Same as above. (The notice of advisory board meeting, estimate of expenses and proposed tax levy should all be included in one notice. The cost of the entire publication not to exceed two dollars to any one paper. (9592.)

Annual Report of Trustee.

Once in two papers representing two different political parties. (9573 and 1347.) (One of such publications must be in a paper of the township if any is qualified to receive it.)

The publication should contain:

1. A brief heading to indicate the nature of the publication.

(I suggest the following:

_____ Township

Statement of receipts and expenditures and summary shown by report of _____ trustee for 191__.)

2. The items of receipts and expenditures as set out in the report.
3. A summary of the report showing the total receipts and expenditures in each fund, the balance or deficit in each fund; also the rate of tax levy for each fund for the current year.

The law does not authorize the trustee to publish or pay for publishing the affidavit or verification of the report, or the approval of the advisory board.

The law does not authorize the publication of the entire report, but the receipts, expenditures, summary and tax levy only.

The trustee should pay five cents per item, and no more, for publishing the receipts and expenditures, whether the items cover one or more lines. (See section 9573 Burns' R. S.) The pay for publishing the summary is governed by section 9604 Burns' R. S. Payment therefor should be made at the rate of \$1.00 per square of 250 ems.

The "heading" or display, such as suggested above, should not occupy greater space than that of eight solid lines of the type used in the body of the publication, and may be paid for at the legal rate fixed for such solid type, occupying equal amount of space. (See section 9604 Burns' R.S.)

(If the trustee fails to make such publication, then it is the duty of the county auditor to cause it to be made.)

Buildings, Notice to Contractors.

If estimated expenditure is more than \$500, notice shall be given by one publication in two leading papers representing different political parties, one of which shall be in the township, if any is qualified to receive it. (9598.)

Bonds, Notice of Sale of.

Once each week for three weeks in two county papers and one Indianapolis paper. (9595 and 1347.)

Supplies, Notice to Bidders.

If estimated expenditure in any one class shall be \$500 or more, notice shall be given by one publication in two leading papers representing different political parties, one of which shall be in the township, if any paper therein is qualified to receive it. (9598.)

Trustee's Office Day, Notice of.

Once in two papers representing different political parties. (9587 and 1347.)

Joint School Election.

Three weekly publications in two papers. (6622a and 1347.)

Property, Notice of Transfer to School Township.

Two weekly publications in two papers. (Acts 1915, p. 136 and 1347.)

Bridge, Notice of Election for.

Once a week for four weeks in two papers. (3784 and 1347.)

Cities.

Street Improvements.

Preliminary Resolution, Notice of.

Once each week for two consecutive weeks in one paper. (8710.)

Notice to Bidders and Contractors.

Once each week for two weeks in one paper. (8698 and 8710.)

Assessment Roll, Notice of.

Once in one paper. (8716.)

Sewers.

Resolution, Notice of.

Once each week for two consecutive weeks in one daily paper. (8722.)

Notice to Bidders and Contractors.

Once each week for two consecutive weeks in one daily paper. (8722.)

Assessment Roll, Notice of.

Once each week for two consecutive weeks in one daily paper. (8725.)

Annexation, Publication of Ordinance.

Once each week for two consecutive weeks in one daily paper. (8896.)

Dis-annexation, Publication of Ordinance.

Once a week for two weeks in one paper. (8914 and 8916.)

Plats.

Notice of resolution.

Once each week for two weeks in one weekly paper. (8904.)

Notice of Hearing on Report of Survey.

Once a week for two weeks in one paper. (8906.)

Plats, streets, etc., Vacating, Notice of.

Once a week for two consecutive weeks in one paper. (8916.)

Ordinances, Publication with Penalty.

Once each week for two consecutive weeks in one paper. (8654.)

Condemnation Proceedings, Notice of.

Once a week for two consecutive weeks in one paper. (8700.)

Cemeteries, Notice of Application to convey to city.

Once a week for two weeks in one paper. (8950.)

Notice of Vacation.

Once a week for two weeks in one paper. (8951.)

Franchise, Notice of hearing.

Once in two daily papers if city is one of first, second or third class. Otherwise, once in one paper. (8942b and 8942e.) (This notice should be paid for by those seeking the franchise.)

Contracts, Public Work, etc.

Notice to Contractors, Bidders, etc.

Once each week for two weeks in one paper. (8698. This covers all city work.)

NOTE:—Where the statute requires a notice to be published for "two" or "three consecutive weeks" or "two" or "three weeks successively" such notice should be given but two or three publications as the case may be. (Johnson vs. City of Indianapolis, 174 Ind. 691-701.)

Towns.

Incorporation of.

Notice of Application.

One publication in one paper. (8977.)

Notice of Election for.

One publication in one paper. (8980.)

Plats.

Notice of Resolution.

Two weeks in a weekly newspaper of the town.
(8904.)

Notice of Hearing on Report of Survey.

Once a week for two weeks in one paper. (8906.)

Notice of Vacating.

Once a week for two weeks in one paper. (8916.)

Annexation.

Notice of Resolution.

Once in one paper in the town, if any, otherwise once
in one county paper. (8899b.)

Dis-Annexation, Notice of.

Once a week for two weeks in one paper. (8914
and 8916.)

Franchise.

Notice of Hearing.

Once in one paper. (8942b and 8942e.)

(This notice should be paid for by those seeking
the franchise.)

Appropriations, Expenditures and Receipts.

Publication of.

Once in one newspaper of the town, if any. (9000.)

Publication of Legal Notices.

If the town has no daily paper it is sufficient to publish
such notice in a weekly paper. If it does not have any
paper, then the notice should be posted. (8890a.)

Cemeteries.

Notice of Application to Convey to City.

Once a week for two weeks in one paper. (8950.)

Notice of Vacation.

Once a week for two weeks in one paper. (8951.)

Notice of Combination.

One publication in one weekly paper. (4440c.)

ADVERTISING, LEGAL RATES FOR

Advertising, growing out of any duty of any city, county or township officer, executor, administrator, guardian, trustee, or assignee (except the printing of the delinquent tax list), shall be, by such officer, charged up, collected, and paid over to the printer. And when such printing is done for the county, the board of county commissioners shall allow the same, and pay it out of the county treasury, according to the rate herein fixed. The compensation for such printer for such advertising shall be as herein set forth, to-wit: For each advertisement, per square of two hundred and fifty ems, first insertion, one dollar. For each additional insertion, fifty cents: PROVIDED, That the said advertisement shall be set in solid reading type of the same size as that in which the body of the ordinary business advertising in said paper is set, without any leads or other devices for increasing the space, except as hereinafter provided; and said advertisement shall be set up without more than two display lines to each advertisement, neither of which display lines shall occupy space greater than four solid lines of the ordinary reading type in which the body of said advertisement is set. And in case such officer shall be unable to procure such advertisement for the price fixed herein, it shall be sufficient for him to post up such written or printed notices as the law requires, and such advertisement in a newspaper shall be dispensed with. (Sec. 9604, B. R. S. 1914.) NOTE. (No provision is made for paying for tabulated work at a rate greater than herein provided. All such work should be paid for at above rates.)

City Advertising—Daily Newspapers

In all cities containing a population of 10,000 or more inhabitants, as shown by the last preceding census, all legal advertising required by law, pertaining to affairs connected with the city government, shall be made in a daily newspaper of general circulation in such city, if one be published in said city. (1344 B. R. S.)

All notices of application for license to retail spirituous, vinous or malt liquors, and all notices of the sale of real estate for delinquent taxes, or by the sheriff, administrator, executor or commissioner, when the applicant for such license resides in, or the real estate to be sold is situated in said city of 10,000 or

more inhabitants as shown by the last preceding census, shall be made in a daily newspaper of general circulation in such city, if one be published in such city. (1345 B. R. S.)

It shall be sufficient to make such application one time each week on a given day for the number of weeks now required by law, but the fees for such publications in a daily newspaper shall in no case exceed the fees allowed by law, if such publication had been made in a weekly newspaper. (1346 B. R. S.)

Legal Notices—Publication of

In all cases where the law now provides for the publication of legal notices in a weekly newspaper, it shall be lawful hereafter to make such publication in either a daily or weekly newspaper; provided, that such publication, if published in a daily newspaper, shall be published at least once a week for the same period and time as now required by law, and provided further, that if such publication is made only once each week, it shall be made on the same day of each week. (Acts 1917, p. 152.)

Publication in Two Papers

In all cases wherein the auditors and treasurers and township trustees of the several counties of this state are required by law to publish notices and reports affecting county and township affairs in a public newspaper, said auditors and treasurers and township trustees are hereby required to publish said notices as by the several statutes required in two newspapers published in their respective counties, representing two political parties casting votes in such counties, respectively, at the last preceding general election, one of which notices or reports shall be published in a newspaper representing the party casting the highest number of votes at said election, if there be such newspapers published in said county; and in case there are not published in said county newspapers representing two political parties casting votes at the last preceding general election, then in that case one of such notices or reports shall be published in an independent newspaper. (1347 B. R. S. 1914.)

THE NEWCASTLE DAILY TIMES

August 30, 1917.

Hon. Gilbert H. Hendren,

State Examiner.

Dear Sir:—

I have gone carefully over the rules for measuring legal printing, as well as instructions for the insertions of legal publications and heartily indorse all that you have in it.

There have been so many opinions on the publications of legal notices that they are not published alike in any two counties and not in any one county for many years at a time. You have very clearly interpreted the law on publications and with the booklet you intend to get out in the hands of public officials and publishers there should be a uniformity that has never existed in Indiana concerning the publishing and charging legal notices.

I think it would be well for the Board of Accounts to go further and prescribe forms for certain publications, such as commissioners' annual reports and the auditor's estimate of expenditures, as these notices run all the way from four inches to two columns in various counties. But you have already rendered a great service in the instructions you have prepared.

Yours very truly,

W. S. CHAMBERS.

MUNCIE EVENING PRESS

Aug. 21, 1917.

Hon. G. H. Hendren,

State Examiner, Indianapolis, Ind.

Dear Sir:—

I believe you have done the public a service and the newspapers of the state a good service in compiling and publishing authentic, legal information relative to the matter of legal publication. On the one hand there has been in some official quarters a neglect or violation of the laws affecting publicity, which are intended for the protection of the public against things done in the dark, and of the individual against any secret procedure in a matter affecting his own personal or property rights. On the other hand there has been much confusion concerning charges for legal publications, and a lack of uniformity in charges which has been unjust to the newspaper conducted with a strict regard for the business proprieties. The honest publishers of the state want only what the law intends them to have, and if there are publishers of any other kind, it is proper that the public treasury should be protected against them. The publication and distribution of this pamphlet will end all controversies and protect mutually the interest of the public and of the publishers. I believe that the Board of Accounts under your direction has done a great work along strictly non-partisan lines to introduce and enforce a system of accountability and responsibility in public affairs, and that the publication of this booklet is another step in that direction.

Very respectfully yours,

GEO. B. LOCKWOOD.

Pub. Press

INDIANA REPUBLICAN EDITORIAL ASSOCIATION

Aug. 23, 1917.

Hon. G. H. Hendren,
State Examiner.

Dear Sir:—

I consider the instructions prepared by you to govern the publication of legal notices and for the measurement of legal advertising of value to both publishers and officials. The copy received from you was examined by a committee from the Indiana Republican Editorial Association and it was the judgment of the members that the instructions and rules are fair and satisfactory and will operate to secure uniformity and accuracy.

Respectfully,

H. J. MARTIN.

President of Indiana Republican
Editorial Association.

INDIANA DEMOCRATIC EDITORIAL ASSOCIATION

August 22, 1917.

Hon. G. H. Hendren, State Examiner,
Indianapolis, Indiana.

Dear Mr. Hendren:—

I have reviewed your third and final draft of "How to Measure Legal Advertising." I regard your work as highly valuable to officials, to publishers and to your own department, as there will now be some uniformity in our methods of setting legals and charging therefor.

In your work, I see no attempt to make laws for legal printing and I congratulate you on your fair and impartial interpretation of the laws as they exist, and on setting out your instructions briefly and concisely. The laws themselves are not satisfactory to all publishers, therefore, your analysis of them cannot please all, but so far as I can see, you have quoted the laws correctly, and if we publishers have any grievances, we must make them to the legislature.

As publicity is the sentinel which stands guard between the taxpayers and corrupt practice, the publication of legal notices is very important. Your draft of laws indicates, as has never been indicated before, that, in the past, there has never been any definite policy in making laws governing legal printing. The laws themselves are not uniform, as matters of equal importance do not always get an equal amount of publicity.

You have pointed out that there has not been uniformity in following the laws as they exist. Your book will correct this and for that reason is valuable. In addition to this, it has value in that it should be a decided step in securing greater uniformity in the laws governing legal printing. For these reasons I believe all publishers and officials will appreciate your efforts in the publication of your book.

Respectfully yours,

H. B. WILSON.

President Indiana Democratic
Editorial Association.

21506

**END OF
TITLE**